

COMMERCIAL DESIGN GUIDELINES

what is it?

These guidelines are the specific commercial design objectives of the Citywide Design Guidelines. They include design guidance for building scale, mass and frontages, pedestrian/service/loading requirements, and parking.

where does it apply?

Citywide, applied to new development, redevelopment, and major renovation projects. (The Downtown area has its own specific guidelines)

who needs to use it?

Residents and neighborhoods, Development Review Board (DRB), City staff, developers and property owners, all those involved in the development review process.

why was it developed?

In response to increasing concerns about the quality and character of design in the community, the City Council, Planning Commission, and Development Review Board (DRB) directed staff to prepare design guidelines for a range of development types.

key points:

- 1 Building frontages (especially those oriented to the street or public areas) should exhibit human scale detail, arcades, pedestrian level display windows, and other openings along ground floor pedestrian areas. Buildings should have a strong visual and pedestrian relationship to the street and public spaces.
- 2 The design of buildings occupying a pad or a portion of a larger building in a planned project should share similar design characteristics. Replication is not necessary, but similar colors, materials, and textures or patterns can unify the design.
- 3 Building entries should be easily identifiable and to activate a building frontage, entrances should be located at intervals of 50 feet and no further than 75 feet.
- 4 The apparent building mass may be reduced by: variations in roof form and parapet height; clearly pronounced recesses and projections; wall plane offsets; changes in texture and color of walls; deep-set windows; ground level arcades and second floor galleries/balconies; protected and recessed entries; and vertical accents or focal points.
- 5 If a building is required to be set back from the street, a strong pedestrian connection should be provided. Centers should feature a pedestrian space scaled with respect to the size and demands of the particular use and including landscaping shaded areas and seating opportunities.
- 6 Break up surface parking areas and other areas of paved surfaces with landscape planting. In large commercial developments parking should be planning in sub-areas and sub-areas should be separated by a 15-20 foot wide landscaped area. Install curbing at the edges of all planter areas next to parking or traffic areas.
- 7 Shopping carts should be stored within the building or screened with a wall that is integral to the architectural design of the building.
- 8 When outdoor sales and display occur, the display area should be well organized, constrained, and not prominent from off-site views.

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Development Review Board adoption - December 7, 2000

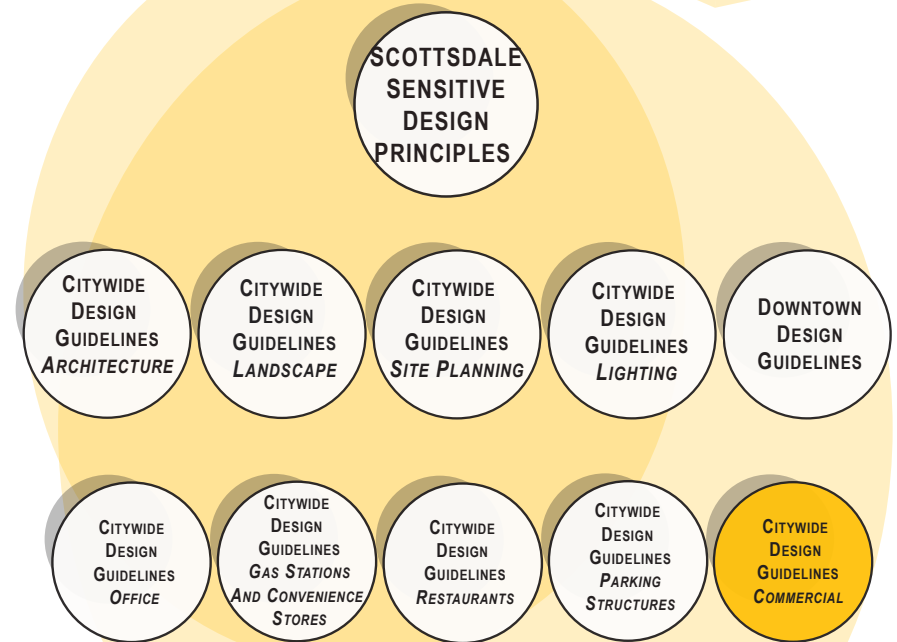
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CITYWIDE DESIGN OBJECTIVES



where is the full policy?

Planning and Design Library - Community Design Studio
Online at <http://www.ScottsdaleAZ.gov>
One Stop Shop/Records

references and related articles:

City of Scottsdale General Plan (2001)
Downtown Urban Design and Architectural Guidelines (1986, rev. 2004)
Citywide Design Guidelines: Architecture, Lighting, Landscaping, Site Planning
Specific Guideline Details: Office, Gas Stations/Convenience Stores, Restaurants, Parking Structures